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Original Article

RELATIONSHIP BETWEEN PERSONAL PROFILE AND INFORMATION MANAGEMENT BEHAVIOR OF TRIBAL FARMERS IN MARATHWADA REGION

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ABSTRACT

The present study was conducted purposefully in selected Kinwat and Mahur tahsil of Nanded district as Kinwat taluka having a highest tribal population in Marathwada region. A total of 120 respondents was selected as sample respondents for this study. Data were collected through personal interview schedule. Results show that, the independent variables, namely education, land holding, farming experience, training received, social participation, mass media exposure, extension contact, management orientation and scientific orientation had a positive significant relationship with information management behavior of the farmers. The data that the regression analysis it was also revealed that out of ten independent variables three variables viz. Type of social participation, extension contact, and scientific orientation had positive and highly significant effect on Information management behavior. The other seven variables like, age, education, size of land holding, farming experience, training received, mass media exposure, management orientation cannot showany relationship with Information management behavior.

KEYWORDS: Age, Education, Management Orientation & Social Participation

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INTRODUCTION

Now days, information is a basic necessity of everyday life. For anything and everything information is required. Information can be obtained or retrieved from a variety of sources. Farmers constitute a particular group of users whose information needs are very specific. Kranzberg (1987) summarizes the importance of information management in this information age, holds the promises to carry those hopes for a better life, even further, while it might be evolutionary in a sense that all the changes and benefits will not appear overnight, it will be revolutionary in its effects upon our society. The vacuum that has created due to rapid developments in agricultural production technologies and mechanization has been compelling stakeholders of agricultural development to manage agricultural information to build a strong agrarian economy. Thus, agricultural information management becomes vital, indispensable for the most important partners of agricultural development, i.e tribal farmers. Despite the universal agreement concerning the importance of information management, the amount of research being done in this direction is negligible.

The concept of Agricultural Information Management Behavior (AIMB) of tribal farmers is gaining significance as they are emerging as a strong force in increasing the agricultural production in the country. This calls for the study of AIMB of tribal farmers of the state. The present paper deals with the information needs of the

farming community in rural areas. Agricultural Information System (AIS) is a system in which agricultural information is generated, consolidated, received and feedback in such a manner that these processes function synergistically to understand knowledge utilization by agricultural producers (Rolling, 1988). It is highly crucial to analyze how agricultural information is managed in order to discover its possible gaps hindering the farmer's progress. Information technology is changing at the speed of thought, ways must be found to overcome financial, social and psychological barriers to accept the technology required for management of information effectively. However, it should be remembered that technology is only a tool not the product. Hence, it is an individual who has to use it appropriately, for effectively managing information. Thus the desired information management behavior is very much essential. The information explosion in modern technologies related to all the fields, including agriculture has created a unique situation, keeping its users in baffled state and they are unable to cope up with it. This necessitates information management, which certainly reduces this gap, if not completely eliminates.

The study also analyses the factors influencing information management of tribal farmers by which, the factors influencing information management in desirable manner can be strengthened and those having negative influence can be manipulated for effective agricultural information management of the tribal farmer.

MATERIALS AND METHODS

The present study conducted during 2015-16 year in Marathwada region as considerable are under where maximum tribal population. In Marathwada region one district, namely Nanded is selected purposefully for the study. From these district ten villages selected that is five villages from each tahsil were selected purposefully for study. From Mahur tahsil two tahsil selected that is ten villages were selected purposefully from Kinwat and Mahur tahsil Mahur, Kupti, Vanula, Pachunda, Sakhur and from Kinwat tahsil Gokunda, Bodhadi, Chikhali, Mohapur, Malborgaon were selected as considerable area under maximum population of tribal people from each village twelve respondents were selected randomly from each village to comprise the sample of 120 respondents the study. The data from the respondents were collected through personal interview schedule. The collected data were analyzed with the help of suitable statistical methods, i.e. percentage, frequency, mean, standard deviation, coefficient of correlation and multiple regression.

RESULTS AND DISCUSSIONS

The results were presented in Table 1 & 2 relevant discussions have been summarized under the following heads:

Table 1: Correlation Coefficient Values between Selected Profile and Information Management behavior of the Farmers

S. No	Profile Characteristics	Information Acquisition Behavior	Information Processing Behavior	Information Dissemination Behavior	Information Management Behavior
1	Age	-0.202*	-0.144NS	-0.183NS	-0.222*
2	Education	0.272**	0.295**	0.249*	0.295**
3	Land is holding	0.221*	0.202*	0.218*	0.341**
4	Farming experience	0.244*	0.233*	0.230*	0.364**
5	Training received	0.227*	0.282*	0.240*	0.346**
6	Social participation	0.387**	0.312**	0.361**	0.344**
7	Mass media exposure	0.374**	0.360**	0.355**	0.377**
8	Extension contact	0.366**	0.342**	0.332**	0.358**
9	Management orientation	0.213*	0.225*	0.243*	0.238*
10	Scientific orientation	-0.181NS	-0.168NS	-0.155NS	3.215**

*-significance at 5 per cent level of probability, NS –Non significant, **significance at 1 per cent level of probability

1. Age: It is noticed (Table 1) that, age was negatively and significantly correlated with the Information Acquisition Behavior and Information Management Behavior, it indicates that as age increases the Information Acquisition and Management Behavior decreases. Naturally younger the age more energetic and enthusiastic to acquire more information from various sources and also its management for effective results. As the age increases the degree of interest in Information Management Behavior decreases.

2. Education: From the Table 1 it is observed that, education was positive and significantly related to the Information Acquisition, processing, Dissemination and Management Behavior. The comprehensive ability of an individual enhances with possessing educational qualifications, which facilitates to understand the importance of information source and application of various methods in sharing the information with other farmers and facilitates in effective management of the information received. This finding is in conformity with the results of Singh and Ambastha (1975) and Shankar Rao (1995).

3. Size of Land Holding: It could be observed from the Table 1 that, farm size was positive and significantly correlated with Information Acquisition, processing, Dissemination and Management Behavior. The comprehensive ability of an individual enhances with possessing in terms of evaluation has got relevance with farm size. If farm size is more the degree of triability and taking the risk in adoption of new innovations is high. This result is in tune with the findings of Shankar Rao (1995) and Reddy (2003).

4. Farming Experience: The analysis of correlation coefficient values (Table 1) indicates that positive and significant relationship was exhibited between farming experience and all the components Information Management Behavior. The actual observation of various facts, events, activities or practices pertaining to agriculture and exposure to various kinds of intricacies involved in farming, facilitates a farmer to develop more faith on the channels, ways and means of information acquisition, processing, dissemination and Information Management.

5. Training Received: It is found from the Table 1 that, the variable training received was related to the Information acquisition, processing, dissemination Behavior. The techniques involved in Information management behavior like personal cosmopolite channels, personal locality channels, impersonal cosmopolite channels, information evaluation, treatment and storage, individual contacts, group contacts, mass contacts are skill oriented which needs specialized training.

6. Social Participation: From the Table 1 it is understood that, the variable social participation was related with the Information acquisition, processing, dissemination and management behavior. The more the involvement in various formal organizations in terms of planning and organizing the activities, more the inclination to acquire, utilize and exchange the information with others.

7. Mass Media Exposure: The analysis of correlation coefficient values (Table 1) indicates that positive and significant relationship was exhibited between mass media exposure and all the components Information Management Behavior. The Exposure to various kinds of print/ electronic or personality/impersonal media makes an individual to have more orientation on Information management.

8. Extension Contact: The analysis of 'r' value of Table 17 reveals that the variable Extension contact was related to Information acquisition, processing, dissemination and management behavior. The reasonable level of interactions, discussions or meetings with the officials of the State Department of Agriculture, VNMKV Scientists/ Extensionists and officials of various departments at various platforms might have forced to exhibit above relationship.

9. Management Orientation: The analysis of correlation coefficient values (Table 1) indicates that positive and significant relationship was exhibited between mass media exposure and all the components Information Management Behavior. The skills on Information management in terms of its personal/ impersonal channels,and evaluation, treatment, storage and individual, group, mass contacts was directly influenced by the management of technologies by the farmers during their actual application.

10. Scientific Orientation: It is noticed from the Table 17 that scientific orientation has got the positively significant relationship with Information Acquisition, Processing, Dissemination and Management Behavior. The more the Extension contacts, more the Scientific Orientation. The Scientific orientation enhances ones wisdom, rationale, and reasoning ability, which might have exhibited the relationship with above variables.

These findings are in tune with the results of Tomar *et al* (2016) and Reddy (2003).

Multiple Regression Analysis

It was found from result (Table: 2) that 61.90 per cent of variation in the selected profile of the tribal farmers was explained by ten selected independent variables. The data revealed that ten variables out of which social participation, extension contact, scientific orientation showed a positively significant effect at the 0.01 percent level with the Information Management Behavior of tribal farmers.

Table 2: Multiple Regression Analysis between Selected Profiles of the Farmers with Information Management Behavior

S. No	Independent Variables	Regression coefficient by Value	Standard Error	Calculated Value
1	Age	-6.5954	2.9880	-2.2072*
2	Education	-2.0124	2.0675	-9.7335*
3	Size of land holding	-2.1694	1.8229	-1.1901 NS
4	Farming experience	-1.8924	2.7999	-6.7586*
5	Training received	-5.7325	7.0208	-8.1649*
6	Social participation	2.3297	7.4967	2.8876**
7	Mass media exposure	-4.8939	7.7212	-6.3382*
8	Extension contact	1.7478	4.5486	3.6225**
9	Management orientation	1.1869	1.1339	0.8268 NS
10	Scientific orientation	4.9964	6.8824	7.0396**

R^2= 0.619 F value = 2.287 NS=Non significant
**Significant at 0.01 per cent level of probability

CONCLUSIONS

Education, farm size, farming Experience, training received, social participation, mass media participation, extension contact and management orientation and scientific orientation were positively and significantly correlated with Information Acquisition Behavior, Information Processing Behavior, Information Dissemination Behavior, and overall Information Management behavior. The selected independent variables have explained variation in information

management behavior of tribal farmers to the extent of 61.90 per cent. The factors like social participation, extension contact and scientific orientation had a positively significant effect at the 0.01 percent level. While, age, Education, farm size, farming Experience, training received, mass media participation, and management orientation, showed negative and non significant relationship with information management behavior of tribal farmers.

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